

**WHAT IS CLAIMED IS:**

1. A method for automatically generating a custom image product by a service provider for a customer, said custom image product having at least one image captured on image bearing medium by said customer and associated related content provided said service provider, said associated related content relating to an event or to a venue where said at least one image was captured, comprising the steps of:
  - providing a form that includes information that is be used for identifying said associated related content;
  - associating said form with respect to a image bearing medium product having at least one exposed image;
  - forwarding said form and associated image bearing medium to said service provider, said service provider using said information from said form to obtain said related content in digital form and associating said related content in digital form with respect to at least one digital image obtained from said at least one image; and
  - said service provider providing said image product which incorporates said at least one image from said image bearing medium and said related content.
2. A method according to claim 1 wherein said related content incorporates at least one image.
3. A method according to claim 1 wherein said form further includes a plurality of different selectable information that can be used for identifying said associated related content.
4. A method according to claim 1 wherein said form further includes a machine readable code that allows automatic association with said image bearing medium.

5. A method according to claim 1 wherein said image bearing medium is provided in a one time use camera.

6. A method according to claim 1 wherein said form is  
5 provided on a sticker.

7. A method according to claim 1 wherein said form is provided on a sticker on a single use camera.

10 8. A method according to claim 6 wherein said sticker is associated on a container for holding said image bearing medium.

15 9. A method according to claim 1 wherein said form includes indicia for orienting said form with a reader so that said information can be machine read from said form.

10. A method according to claim 1 wherein said form is incorporated into a photofinishing order bag.

20 11. A method according to claim 1 wherein said product incorporates a feature for separating at least one image.

12. A method according to claim 1 wherein said related content is associated with the event or site where said form is available.

25 13. A method according to claim 1 wherein said image bearing medium comprises photographic film.

14. A method according to claim 1 wherein said image bearing  
30 medium comprises a flash memory card of a digital camera.

15. A method according to claim 1 wherein said image bearing medium comprises a print.

16. A method according to claim 1 wherein said image bearing  
5 medium comprises a photographic negative.

17. A method according to claim 1 wherein said image bearing medium comprises a photographic transparency.